

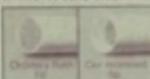
# The low-tar cigarette with the recessed tip.

*The thoughtful choice in low-tar smoking.*



Most low-tar cigarettes  
are flush-tipped. So tar buildup  
is flat against your lips.

But Parliament has the  
recessed tip. That means  
tar buildup never touches  
your lips. All you get is neat,  
clean taste.



So if you're trying to find a  
low-tar cigarette that tastes good,  
why not choose the one with the  
difference, Parliament with the  
recessed tip.



# Parliament

Kings, Box and 100's

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Box: 94 mg "tar," 0.8 mg nicotine. Kings: 94 mg "tar," 0.8 mg nicotine.  
100's: 17 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report, Apr. '76.

